

WHAT IS CLAIMED IS:

1. A label peeling mechanism for a continuous label strip, by which a continuous label strip obtained by provisionally attaching multiple adhesive label pieces to the front surface of a sheet-shaped backing strip at predetermined intervals and winding the backing strip with the label pieces to a roll shape is conveyed and the label pieces are peeled and separated from the backing strip, comprising:

a first conveying unit that conveys the continuous label strip in a first direction in which the label pieces are continuously arranged;

a label peeling member that is disposed along the first direction so as to be spaced from the first conveying unit by a predetermined distance, is abutted against the underside of the backing strip of the continuous label strip conveyed by the first conveying unit, and peels the label pieces from the backing strip;

a second conveying unit that pulls the sheet-shaped backing strip, from which the label pieces have been peeled, in a second direction that is opposite to the first direction from the label peeling member; and

a slack preventing member which is disposed to oppose the front surface of the continuous label strip between the first conveying unit and the label peeling member and which suppresses slack where the continuous label strip floats up to the front surface side.

2. A label peeling mechanism for a continuous label strip according to claim 1,

wherein the first conveying unit is constructed using a conveying roller including a drive unit, and

the second conveying unit is constructed using a peeling roller.

3. A label peeling mechanism for a continuous label strip according to claim 2, wherein the peeling roller contacts the conveying roller and rotates by following rotation of the conveying roller, and the sheet-shaped backing strip, from which the label pieces have been peeled, is nipped between and conveyed by the conveying roller and the peeling roller.

4. A label peeling mechanism for a continuous label strip according to claims 1, wherein the slack preventing member is constructed using a plate-shaped body or a rod-shaped body having a length that is at least equal to the width of the continuous label strip.

5. A label peeling mechanism for a continuous label strip according to claims 1, wherein the label peeling member is constructed using any of a plate-shaped body, a rod-shaped body, and a rotatable roller each having a length that is at least equal to the width

of the continuous label strip.

6. A label peeling mechanism for a continuous label strip according to claims 1,

wherein a discharging frame that discharges the conveyed sheet-shaped backing strip in a predetermined direction is disposed in proximity to the second conveying unit, and the slack preventing member is formed integrally with the discharging frame.

7. A label peeling mechanism for a continuous label strip according to claim 6, wherein a discharging opening that discharges the label pieces peeled from the sheet-shaped backing strip by the label peeling member in a predetermined direction is formed integrally with the discharging frame in proximity to the label peeling member.

8. A label peeling mechanism for a continuous label strip according to claim 6, wherein the discharging frame is provided so as to be rotatable along with at least the slack preventing member in a direction in which the discharging frame is spaced from the first conveying unit and the label peeling member.

9. A label printer apparatus comprising:

the label peeling mechanism for a continuous label strip

according to claims 1; and

a print head that performs printing on the label pieces.

10. A label printer apparatus according to claim 9, wherein a printable surface made of a thermal coloring layer is formed on the front surface of each label piece, and

wherein the first conveying unit comprises: a platen roller being disposed in proximity to the slack preventing member and is brought into slidable contact with the surface of the print head that performs thermal printing on the printable surface of the label piece; and a rotation drive unit rotating the platen roller.